

The UAE's digital economy thrives

The UAE's digital economy is buoyant and always on the move. As more consumers than ever are spending time and money online, their appetite for ecommerce continues to grow. As a consequence we see continued growth in consumer preference for innovative new payment methods ranging from Buy Now, Pay Later to crypto and digital wallets. The events of 2020 were no flash in the pan but a genuine and powerful catalyst for lasting change in customer behavior and expectations. This fact sheet brings you a picture of local consumer ecommerce trends and how to meet your customer's demands.

Ecommerce penetration deepens, again

Our year-over-year data suggests that consumers in UAE are increasingly turning to their digital devices, spending more time and money online



96%

of UAE consumers now shop ecommerce, up from 89% in 2021

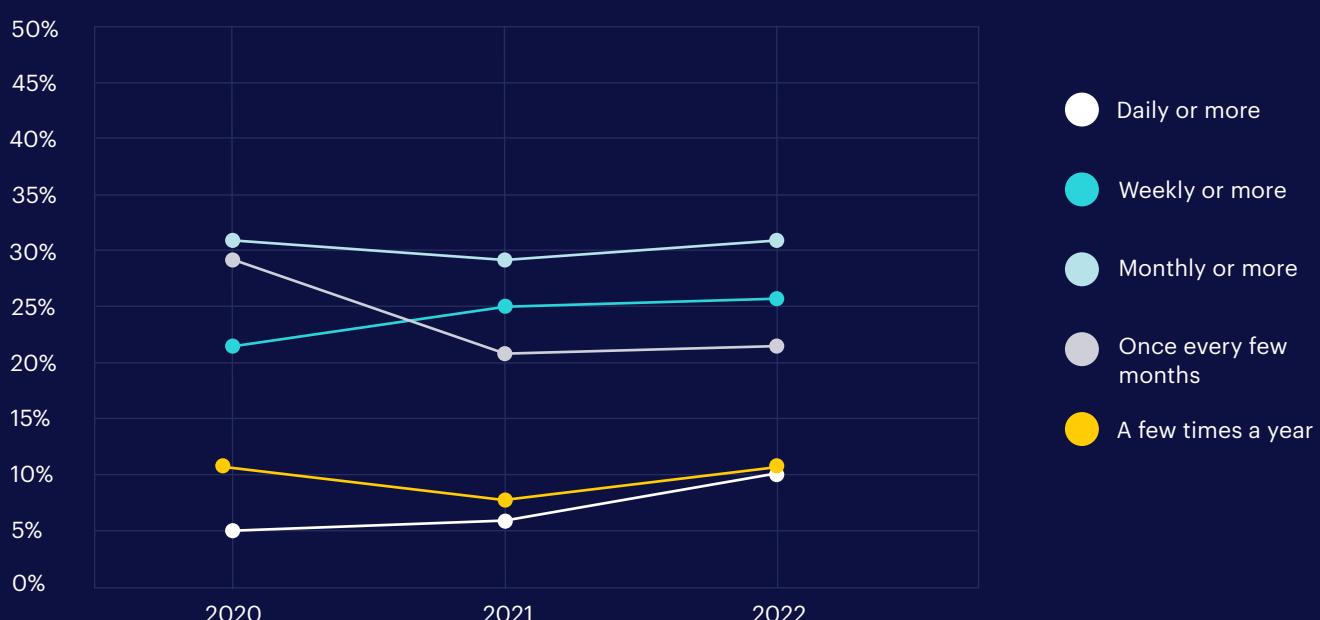


80%

of UAE consumers will maintain or increase their current level of ecommerce spending into 2023

4 in 10 consumers in UAE shopped online weekly or more frequently in 2022

How frequently UAE consumers shop online, by year



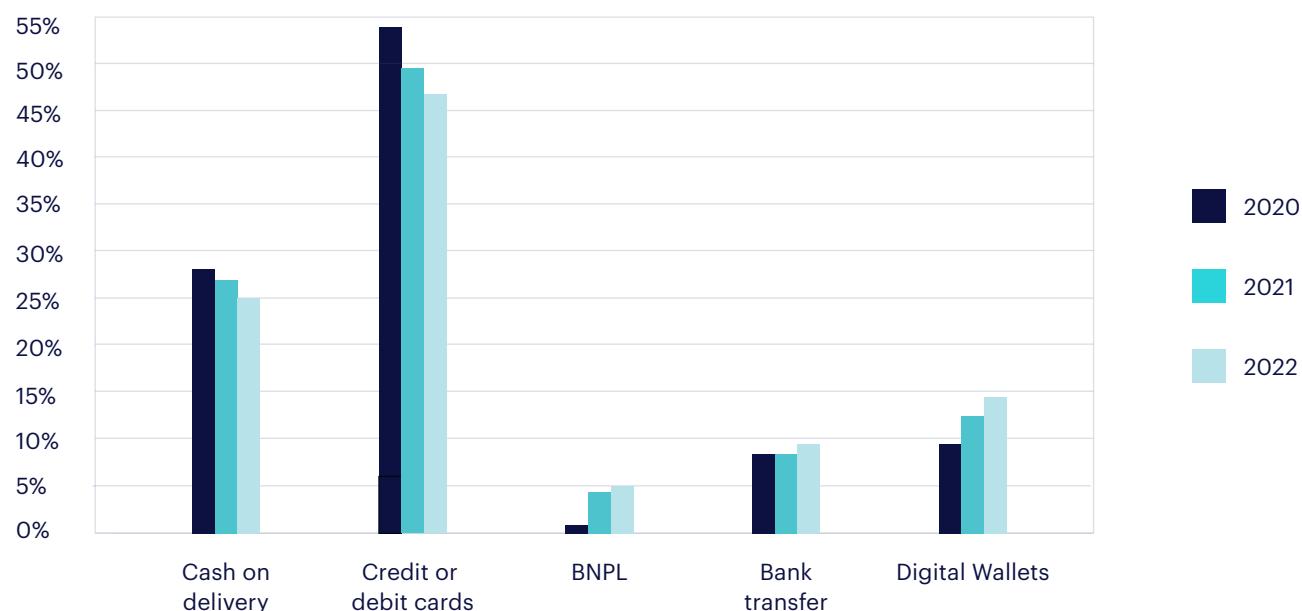
Appetite for digital payments continues to rise

Digital wallets and Buy Now, Pay Later steadily gain favor among UAE consumers



Cash dwindles as consumers prefer digital payments

Portion of consumers citing these payment methods as their preferred option for ecommerce, by year



Enthusiasm for crypto is growing

Consumers in UAE see potential in cryptocurrency and blockchain technologies, as the UAE becomes a regional crypto hub



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Checkout.com is a leading global payment solutions provider that helps businesses unlock more revenue with reliable cross-border payments, dedicated personalized support and deep local expertise. Purpose-built with performance, scalability and speed in mind, our modular payments platform is ideal for merchants looking to take advantage of the exciting growth opportunity in MENA. Launched in 2012, we have an established team of experts in Dubai, Riyadh and Karachi and our on-the-ground presence and understanding of the regional payment ecosystem make us the ideal partner for optimizing your digital payments in MENA and beyond.

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Methodology:

For the past three years Checkout.com have partnered with YouGov to collect data from a census-balanced and weighted consumer sample in MENA. This infographic draws on year over year data from 1,000 consumers in the United Arab Emirates, gathered over 2020-2022. The latest round of omnibus surveys was conducted in July 2022 and as such represents data for the first half of 2022, with the expectation to see the growth tracked to be significantly larger by the end of 2022. It also draws on data from a survey of 2,000 consumers in the United Arab Emirates, conducted in February 2022 as part of Checkout.com's global payments and crypto survey.